

**WHAT IS CLAIMED IS:**

1. A method for constructing a logical data model for organizing information within a data warehouse for a customer within a specific industry, said method comprising the steps of:

5        developing at least one shared subject area, said shared subject area comprising a plurality of entities and relationships defining the manner in which basic information common to two or more industries is stored within a database; and

         including said shared subject area within said logical data model.

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2. The method for constructing a logical data model for organizing information within a data warehouse for a customer within a specific industry in accordance with claim 1, said method further comprising the step of:

         including industry specific entities and attributes add-ons to said shared  
15    subject area within said logical data model for said specific industry.

3. The method for constructing a logical data model for organizing information within a data warehouse for a customer within a specific industry in accordance with claim 1, said method further comprising the step of:

20        including an industry specific extension to said shared subject area within said logical data model for said specific industry.

4. The method for constructing a logical data model for organizing information within a data warehouse for a customer within a specific industry in accordance with claim 1, wherein said specific industry comprises one member of the group of industries comprising:

- 5       communications;
- retail;
- manufacturing;
- financial services;
- insurance;
- 10     e-business;
- travel; and
- transportation.

5. The method for constructing a logical data model for organizing information within a data warehouse for a customer within a specific industry in accordance with claim 1, wherein said at least one shared subject area comprises at least one member of the group of subject areas comprising:

- an advertisement subject area defining the manner in which information about sales, promotions and advertising of interest to two or more industries is
- 20    stored within a database;
- a clickstream subject area defining the manner in which information concerning web visitors and visitor web activity of interest to two or more industries is stored within a database;
- a financial management subject area defining the manner in which financial
- 25    information of interest to two or more industries is stored within a database;

a location subject area defining the manner in which information concerning physical and virtual properties of interest to two or more industries is stored within a database;

5 a party subject area defining the manner in which information about any person, business, group, or association that is of business interest to two or more industries is stored within a database; and

a privacy subject area defining the manner in which information about privacy permissions from individuals, households and organizations of interest to two or more industries is stored within a database.

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6. A logical data model for organizing information within a data warehouse for a customer within a specific industry, said logical data model comprising:

15 a plurality of subject areas, each one of said subject areas including entities and relationships defining the manner in which said information is stored and organized within said data warehouse; and

said plurality of subject areas including at least one shared subject area, said shared subject area comprising a plurality of entities and relationships defining the manner in which basic information common to two or more industries is stored  
20 within a database.

7. The logical data model for organizing information within a data warehouse for a customer within a specific industry in accordance with claim 6, further comprising:

25 industry specific entities and attributes add-ons included in said shared subject area within said logical data model for said specific industry.

8. The logical data model for organizing information within a data warehouse for a customer within a specific industry in accordance with claim 6, further comprising:

an industry specific extension appended to said shared subject area within  
5 said logical data model for said specific industry.

9. The logical data model for organizing information within a data warehouse for a customer within a specific industry in accordance with claim 6, wherein said specific industry comprises one member of the group of industries  
10 comprising:

communications;  
retail;  
manufacturing;  
financial services;  
15 insurance;  
e-business;  
travel; and  
transportation.

10. The logical data model for organizing information within a data warehouse for a customer within a specific industry in accordance with claim 6, wherein said at least one shared subject area comprises at least one member of the group of subject areas comprising:

5           an advertisement subject area defining the manner in which information about sales, promotions and advertising of interest to two or more industries is stored within a database;

          a clickstream subject area defining the manner in which information concerning web visitors and visitor web activity of interest to two or more  
10 industries is stored within a database;

          a financial management subject area defining the manner in which financial information of interest to two or more industries is stored within a database;

          a location subject area defining the manner in which information concerning physical and virtual properties of interest to two or more industries is  
15 stored within a database;

          a party subject area defining the manner in which information about any person, business, group, or association that is of business interest to two or more industries is stored within a database; and

          a privacy subject area defining the manner in which information about  
20 privacy permissions from individuals, households and organizations of interest to two or more industries is stored within a database.